

**A SYSTEM AND METHOD FOR AUTOMATICALLY AND
DYNAMICALLY MODIFYING FUNCTIONS OF MOBILE
DEVICES BASED ON POSITIONAL DATA**

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ABSTRACT OF THE INVENTION

10 The present invention is embodied in a system and method for
automatically and dynamically modifying the functionality of the mobile device
based on positional data, such as modifying software applications running on
the mobile devices. In general, the present invention allows the user of a
mobile electronic device to receive information relative to a position, and to
have this information modified as the position of the device changes. This is
accomplished by automatically and dynamically tracking the electronic device,
within a working domain, using a predefined coordinate system. Every portion
15 of the domain is "live", meaning that each portion can be associated with
specific data. Thus, when the electronic device moves from position to position,
data relevant to that position is accessed and used to automatically and
dynamically modify applications running on the mobile electronic device.